

ORDER



Orders	Order / Rev:	106573
	Alt Order #:	06852105
	Product Desc:	DSCC IE
	Estimate:	1771
	Flight Dates:	09/14/12 - 09/24/12
	Original Date / Rev:	09/13/12 / 10/04/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Great American Media</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1010 Wisconsin Ave. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Democratic Senatorial Campaign Committee
	Demographic:	A25-54
	Product Codes:	PLI1,PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PISSTUE, GEN

revised

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	94	\$89,125.00	\$75,756.25

Totals

Agency External ID:				
Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	94	\$89,125.00	\$75,756.25	0.00
Total	94	\$89,125.00	\$75,756.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	36%	\$89,125.00
Market	100%	\$247,569.44

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$61,892.36
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$49,513.89
KTUD	1%	\$2,475.69
KVVU	15%	\$37,135.42
KWWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,427.08

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KSJV

Order / Rev: 106573
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Flight Dates: 09/14/12 - 09/24/12

Advertiser:	Democratic Senatorial Campaign Comm
Product Desc:	DSCC IE
Estimate:	1771

KSJV

Order / Rev: 106573 Advertiser: Democratic Senatorial Campaign Comm
 Alt Order #: 06852105 Product Desc: DSCC IE KSNV
 Flight Dates: 09/14/12 - 09/24/12 Estimate: 1771

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	09/15/12	09/22/12	Weekend Jeopardy/Whe&M WKND Jeop/Wheel		630-730pm	-----S-	:30	1	\$500.001	0.00	NM		1	\$500.00
NEWS 3: TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 -----S- 1 \$500.00 0.00															
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
2	KSNV	09/17/12-09/23/12	Weekend Jeopardy/Wheel			630-730pm				-----Sa--	:30	(\$500.00)	0.00	NM	
Credited [CREDIT]															
E 23	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$4,000.00 0.00															
E 24	KSNV	09/24/12	09/24/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$3,200.001	0.00	NM		1	\$3,200.00
Revolution															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 M----- 1 \$3,200.00 0.00															
E 25	KSNV	09/19/12	09/19/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	:30	1	\$3,200.001	0.00	NM		1	\$3,200.00
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 --W---- 1 \$3,200.00 0.00															
E 26	KSNV	09/21/12	09/21/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.001	0.00	NM		1	\$2,600.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 ----F-- 1 \$2,600.00 0.00															
E 27	KSNV	09/15/12	09/15/12	Sat PR 9-10p Saturday Prime 9-10pm	CM	9-10pm	-----S-	:30	1	\$1,200.001	0.00	NM		0	\$0.00
NBC Prime Encores															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S- 1 \$1,200.00 0.00															
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSNV	09/10/12-09/16/12	Sat PR 9-10p			9-10pm				-----Sa--	:30	(\$1,200.00)	0.00	NM	
Credited [CREDIT]															
E 28	KSNV	09/23/12	09/23/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.001	0.00	NM		1	\$10,000.00
SUN NT FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 -----S 1 \$10,000.00 0.00															
E 29	KSNV	09/18/12	09/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.001	0.00	NM		3	\$3,300.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12 09/24/12 MTWTF-- 3 \$1,100.00 0.00															
E 30	KSNV	09/15/12	09/22/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		2	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S- 1 \$1,100.00 0.00															
Week: 09/17/12 09/23/12 -----S- 1 \$1,100.00 0.00															
E 31	KSNV	09/16/12	09/23/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.001	0.00	NM		2	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S 1 \$1,100.00 0.00															
Week: 09/17/12 09/23/12 -----S 1 \$1,100.00 0.00															
E 32	KSNV	09/18/12	09/24/12		CM	1237a-136am	MTWTF--	:30	2	\$750.001	0.00	NM		2	\$1,500.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																			
Late Night w/Fallon																																		
Late Night w/Fallon																																		
TONIGHT SHOW W/ JAY LENO																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/18/12	09/24/12	MTWTF--	2	\$750.00	0.00																													
E 33	KSNV	09/22/12	09/22/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00																			
SATURDAY NIGHT LIVE																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/17/12	09/23/12	-----S-	1	\$1,400.00	0.00																													
E 34	KSNV	09/16/12	09/23/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	2	\$800.00																			
Sports Night in Las Vegas																																		
SPORTS NIGHT IN LAS VEGAS																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/10/12	09/16/12	-----S	1	\$400.00	0.00																													
Week: 09/17/12	09/23/12	-----S	1	\$400.00	0.00																													
E 35	KSNV	09/16/12	09/23/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	2	\$4,800.00																			
NFL Pre-Game																																		
FTBL in America																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/10/12	09/16/12	-----S	1	\$2,400.00	0.00																													
Week: 09/17/12	09/23/12	-----S	1	\$2,400.00	0.00																													
E 36	KSNV	09/16/12	09/23/12	Sun PR 9-10p	CM	9-10pm	-----S	:30	1	\$1,200.00	1	0.00	NM	0	\$0.00																			
Sunday Prime 9-10pm																																		
Dateline																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/10/12	09/16/12	-----S	1	\$1,200.00	0.00																													
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
1	KSNV	09/10/12-09/16/12	Sun PR 9-10p	9-10pm	-----Su	:30	(\$1,200.00)	0.00	NM																									
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
2	KSNV	09/17/12-09/23/12	Sun PR 9-10p	9-10pm	-----Su	:30	(\$1,200.00)	0.00	NM																									
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E 37	KSNV	09/14/12	09/17/12	M-F 5-6a WakeUp w/Wag	CM	5-6a	M---F--	:30	1	\$600.00	1	0.00	NM	1	\$600.00																			
M-F 5-6a WakeUp w/Wagners																																		
WAKE UP WITH THE WAGNERS																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/14/12	09/20/12	M---F--	1	\$600.00	0.00																													
E 38	KSNV	09/14/12	09/17/12	Today Show	CM	658a-9am	M---F--	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00																			
Today Show																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/14/12	09/20/12	M---F--	1	\$1,500.00	0.00																													
E 39	KSNV	09/14/12	09/17/12	Rachael Ray	CM	11am-12pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00																			
RACHEL RAY																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/14/12	09/20/12	M---F--	1	\$325.00	0.00																													
E 40	KSNV	09/14/12	09/17/12	The Doctors	CM	2pm-3pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00																			
The Doctors																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/14/12	09/20/12	M---F--	1	\$325.00	0.00																													
E 41	KSNV	09/14/12	09/17/12	Dr. Phil	CM	3-4p	M---F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00																			
Dr. Phil																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 09/14/12	09/20/12	M---F--	1	\$450.00	0.00																													
E 42	KSNV	09/14/12	09/17/12		CM	4-5pm	M---F--	:30	1	\$700.00	1	0.00	NM	1	\$700.00																			

Order / Rev: 106573
 Alt Order #: 06852105
 Flight Dates: 09/14/12 - 09/24/12

Advertiser: Democratic Senatorial Campaign Comm
 Product Desc: DSCC IE
 Estimate: 1771

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
FIRST NEWS 3 AT FOUR															
Start Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 09/14/12	09/20/12	M---F--		1	\$700.00	0.00									
E 43	KSNV	09/14/12	09/17/12	M-F Early News	CM	5-630p	M---F--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F Early News															
EARLY NEWS															
Start Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 09/14/12	09/20/12	M---F--		2	\$1,200.00	0.00									
E 44	KSNV	09/14/12	09/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	M---F--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
Start Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 09/14/12	09/20/12	M---F--		1	\$1,100.00	0.00									
N 45	KSNV	09/23/12	09/23/12	Chris Matthews 9:30AM GM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
added line 45 back on for line 9															
Start Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 09/17/12	09/23/12	-----S		1	\$500.00	0.00									
N 46	KSNV	09/16/12	09/16/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S	:30	1	\$500.00	3	0.00	NM	1	\$500.00
ROS (9:30 PM-10:00 PM)															
added line 45 back on for line 9															
Start Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 09/10/12	09/16/12	-----S		1	\$500.00	0.00									
Totals													94	\$89,125.00	